

## IN THE CLAIMS

1. (Previously presented) A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:
  - receiving identification information from said consumer;
  - determining a category purchase history of said consumer using said received identification information;
  - selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said category purchase history of said consumer; and
  - pairing said first low relevance promotion with said second promotion.
2. (Previously presented) The computer-implemented method according to claim 1, wherein said category purchase history comprises a frequency of purchases in a product category.
3. (Previously presented) The computer-implemented method according to claim 1, wherein said category purchase history comprises a number of purchases in a product category.
4. (Previously presented) A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:
  - receiving identification information from said consumer;
  - determining a promotion usage denominator of said consumer using said received identification information;
  - selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said promotion usage denominator of said consumer; and
  - pairing said first low relevance promotion with said second promotion.
5. (Previously presented) The computer-implemented method according to claim 4, wherein said promotion usage denominator relates to a value of promotions exercised by said consumer.

6. (Previously presented) The computer-implemented method according to claim 4, wherein said promotion usage denominator relates to a location where promotions are exercised by said consumer.

7. (Previously presented) A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:  
receiving identification information from said consumer;  
determining a demographic characteristic of said consumer using said received identification information;  
selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said demographic characteristic of said consumer; and  
pairing said first low relevance promotion with said second promotion.

8. (Previously presented) The computer-implemented method according to claim 7, wherein said demographic characteristic of said consumer comprises a pet ownership by said consumer.

9. (Previously presented) The computer-implemented method according to claim 7, wherein said demographic characteristic of said consumer comprises parenthood.

10. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, further comprising providing said paired first low relevance promotion and second promotion to said consumer.

11. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said pairing step comprises printing said first low relevance promotion and said second promotion on a sheet of paper.

12. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said first low relevance promotion and said second promotion are in a

packaged goods industry.

13. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said first low relevance promotion and said second promotion are for goods from a same promoter.

14. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said first low relevance promotion and said second promotion are for goods from different promoters.

15. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said first low relevance promotion is for a new product.

16. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said new product is new to a store.

17. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said new product is new to said consumer.

18. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, wherein said new product is newly developed.

19. (Previously presented) The computer-implemented method according to any one of claims 1, 4, or 7, further comprising:

selecting a third promotion determined to be more relevant to said consumer identified by said identification information; and

pairing said third promotion with said first low relevance promotion and said second promotion.

20. (Previously presented) A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

- means for receiving identification information from said consumer;
- means for determining a category purchase history of said consumer using said identification information received from said means for receiving;
- means for selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said category purchase history of said consumer; and
- means for pairing said first low relevance promotion with said second promotion.

21. (Previously presented) A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

- an identification input device configured to receive identification information from said consumer;
- a category purchase history database including a category purchase history of said consumer, said category purchase history queried by said received identification information;
- a potential second promotion database including a plurality of potential second promotions; and
- a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said category purchase history and to pair said second promotion with said first low relevance promotion.

22. (Previously presented) A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

- means for receiving identification information from said consumer;
- means for determining a promotion usage denominator of said consumer using said identification information received by said means for receiving;
- means for selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said promotion usage denominator of

said consumer; and

means for pairing said first low relevance promotion with said second promotion.

23. (Previously presented) A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

an identification input device configured to receive identification information from said consumer;

a promotion usage database including a promotion usage denominator of said consumer, said promotion usage denominator queried by said received identification information;

a potential second promotion database including a plurality of potential second promotions; and

a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said promotion usage denominator and to pair said second promotion with said first low relevance promotion.

24. (Previously presented) A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

means for receiving identification information from said consumer;

means for determining a demographic characteristic of said consumer using said identification information received by said means for receiving;

means for selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said demographic characteristic of said consumer; and

means for pairing said first low relevance promotion with said second promotion.

25. (Previously presented) A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

an identification input device configured to receive identification information from said consumer;

a demographic database including a demographic characteristic of said consumer, said demographic characteristic queried by said received identification information;

a potential second promotion database including a plurality of potential second promotions;  
and

a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said demographic characteristic and to pair said second promotion with said first low relevance promotion.

26. (Previously presented) A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised, comprising:

receiving promotion information regarding said first low relevance promotion and a second promotion;

pairing said first low relevance promotion with said second promotion;

identifying a consumer likely to exercise said second promotion;

providing said consumer with said paired first low relevance promotion and second promotion.

27. (Previously presented) A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system, cause the computer system to perform the method recited in any one of claims 1 to 9 and 26.

28. (Previously presented) A computer-implemented method comprising:

selecting a first promotion determined to be more relevant to a consumer based on purchase history data;

determining a second promotion determined to be less relevant to said consumer based upon said purchase history data;

pairing said first promotion with said second promotion; and

providing the paired promotions to said consumer.

29. (Previously presented) A system for selecting a first promotion determined to be more relevant to a consumer based on purchase history data, a second promotion determined to be less relevant to said consumer based upon said purchase history data, and pairing the first and second promotions, comprising:

a computer system;

a database storing said purchase history data such that said purchase history data is accessible by said computer system;

code implemented on said computer system for determining said first promotion, and said second promotion, and for pairing said first promotion with said second promotion; and

structure for outputting data indicating the paired promotions.

30. (Previously presented) The method of claim 1 wherein said determining and said selecting are computer implemented.

31. (Previously presented) The method of claim 4 wherein said determining and said selecting are computer implemented.

32. (Previously presented) The method of claim 7 wherein said determining and said selecting are computer implemented.

33. (Previously presented) The method of claim 26 wherein said pairing and said identifying are computer implemented.

34. (Previously presented) The method of claim 28 wherein said selecting, said determining, and said pairing are computer implemented.

35. (Previously presented) The method of claim 1 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

36. (Previously presented) The method of claim 1 wherein said pairing comprises displaying together said first low relevance promotion with said second promotion.

37. (Previously presented) The method of claim 4 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

38. (Previously presented) The method of claim 4 wherein said pairing comprises displaying together said first low relevance promotion with said second promotion.

39. (Previously presented) The method of claim 7 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

40. (Previously presented) The method of claim 7 wherein said pairing comprises displaying together said first low relevance promotion with said second promotion.

41. (Previously presented) The system of claim 20 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

42. (Previously presented) The system of claim 20 wherein said pairing comprises displaying together said first low relevance promotion with said second promotion.

43. (Previously presented) The system of claim 21 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

44. (Previously presented) The system of claim 21 wherein said pairing comprises displaying together said first low relevance promotion with said second promotion.

45. (Previously presented) The system of claim 22 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.



46. (Previously presented) The system of claim 22 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

47. (Previously presented) The system of claim 23 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

48. (Previously presented) The system of claim 23 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

49. (Previously presented) The system of claim 24 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

50. (Previously presented) The system of claim 24 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

51. (Previously presented) The system of claim 25 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

52. (Previously presented) The system of claim 25 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

53. (Previously presented) The method of claim 26 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

54. (Previously presented) The method of claim 26 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

55. (Previously presented) The method of claim 28 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

56. (Previously presented) The method of claim 28 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

57. (Previously presented) The system of claim 29 wherein said pairing comprises requiring exercising said first low relevance promotion with said second promotion.

58. (Previously presented) The system of claim 29 wherein said paring comprises displaying together said first low relevance promotion with said second promotion.

59. (New) A computer implemented method for increasing the likelihood that a consumer either will (1) purchase a product item from a category of products from which said consumer has not previously purchased or (2) purchase a product item of a particular product that said consumer has not previously purchased, comprising:

providing in a computer system a historical purchase record for said consumer;

determining in said computer system a first determination from said historical purchase record for said consumer that said consumer has not purchased a product item from one of a first product category and a first product in said first product category;

determining in said computer system a second determination from said historical purchase record for said consumer that said consumer has purchased a product item from one of a second product category and a second product in said second product category; and

printing on a single sheet of paper a (1) first promotion for said consumer to purchase a product item from that one of said first product category and said first product that said first determination indicates that said consumer has not purchased in order to obtain a first reward and (2) a second promotion for said consumer to purchase a product item from that one of said second product category and said second product that said second determination indicates that said consumer has purchased in order to obtain a second reward.

60. (New) The method of claim 59, wherein said first determination determines that said consumer has not purchased a product item from said first product category.

61. (New) The method of claim 59, wherein said first determination determines that said consumer has not purchased a product item of said first product.

62. (New) A computer implemented method for increasing the likelihood that a consumer either will (1) purchase a product item from a category of products from which said consumer has not previously purchased or (2) purchase a product item of a particular product that said consumer has not previously purchased, comprising:

providing in a computer system a historical purchase record for said consumer;

determining in said computer system a first determination from said historical purchase record for said consumer that said consumer has not purchased a product item from one of a first product category and a first product in said first product category;

determining in said computer system a second determination from said historical purchase record for said consumer that said consumer has purchased a product item from one of a second product category and a second product in said second product category;

printing on a single sheet of paper a single promotion requiring, in order for said consumer to obtain a reward, that said consumer purchase both (1) a product item from that one of said first product category and said first product that said first determination indicates that said consumer has not purchased and (2) a product item from that one of said second product category and said second product that said second determination indicates that said consumer has purchased.

63. (New) The method of claim 62, wherein said first determination determines that said consumer has not purchased a product item from said first product category.

64. (New) The method of claim 62, wherein said first determination determines that said consumer has not purchased a product item of said first product.